- Forsyth Pricing/Programs
  - **Important Changes- 2nd half 1996**
- Importance of Measuring Program Effectiveness

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Source: https://www.industrydocuments.ucsf.edu/docs/gnvp0000

Forsyth *Brands*
2nd Half 1996 Program Changes

- Flexibility to increase off invoice amount to $2.30 per carton.
  - By shifting Alliance Accrual/monthly rebates
  - Every effort should be made to convert all direct accounts
- Guarantee $.25 of the maximum $.50 semiannual P/L Share of Category payment.
  - Guaranteed $.25 plus additional $.05 reflected in account's Alliance Accrual, effective July 1.
- Remainder of the semiannual Share of Category payment ($.25) will continue to be paid on every calendar six month performance based on:
  - Wholesale Contracted Partners: $.01 per carton starting at 26% share and max out at $.25 for a 50% share (paid semiannually)
  - Retail Contracted Partners: $.10 per carton when attaining 50% to 74% share or $.25 per carton at 75% + share.

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Source: https://www.industrydocuments.ucsf.edu/docs/gnvp0000

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Forsyth
Direct Account Pricing Structure

	Present	Effective 6/1/96
List	$ 9.19	$ 9.19
Terms	$ 0.30	$ 0.30
Off-Invoice	$ 2.00	$ 2.30
EFT	$ 0.04	$ 0.04
Alliance Accrual	$ 0.30	$ 0.30
P/L Share of Category	$ 0.50.	$ 0.25
Partners (average)	$ 0.21	$0.21
NET	**$ 5.84**	**$ 5.79**

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Source: https://www.industrydocuments.ucsf.edu/docs/gnvp0000

3rd Tier Competitive Pricing Comparison

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	Forsyth	Private Stock	PM P/L	Wave
List	$ 9.19	$ 8.84	$ 9.19	$ 8.79
Terms	$ 0.30	$ 0.29	$ 0.30	$ 0.29
Off Invoice	$ 2.30	$ 1.00	$ 1.17	$ 2.50
Net Invoice	$ 6.59	$ 7.55	$ 7.72	$ 6.00
Monthly Rebate			$ 1.30	
Qtrly Accrual		$ 0.68		
Semi-Ann Rebate			$ 0.25	
Mktg Accrual		$ 0.40		$ 0.30
Net Price	$ 6.59	$ 6.47	$ 6.17	$ 5.70
EFT	$ 0.04	$ 0.04	$ 0.04	
Alliance Accural	$ 0.30			
Bus Dev/Disp Acc		$ 0.30		
Share Cat. Inc	$ 0.25			
Direct Acct Pgm	$ 0.21	$ 0.12	$ 0.15	
Potential Net	$ 5.79	$ 6.01	$ 5.98	$ 5.70

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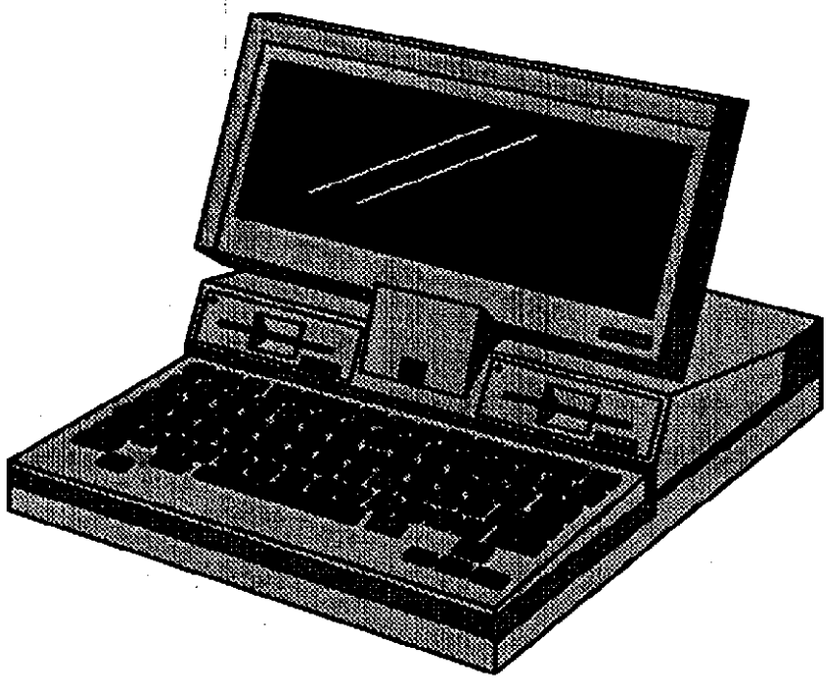
Source: https://www.industrydocuments.ucsf.edu/docs/gnvp0000

AIM Analyization Tools

- Category Analysis
- Quik Cat
- Quik Cat Summary



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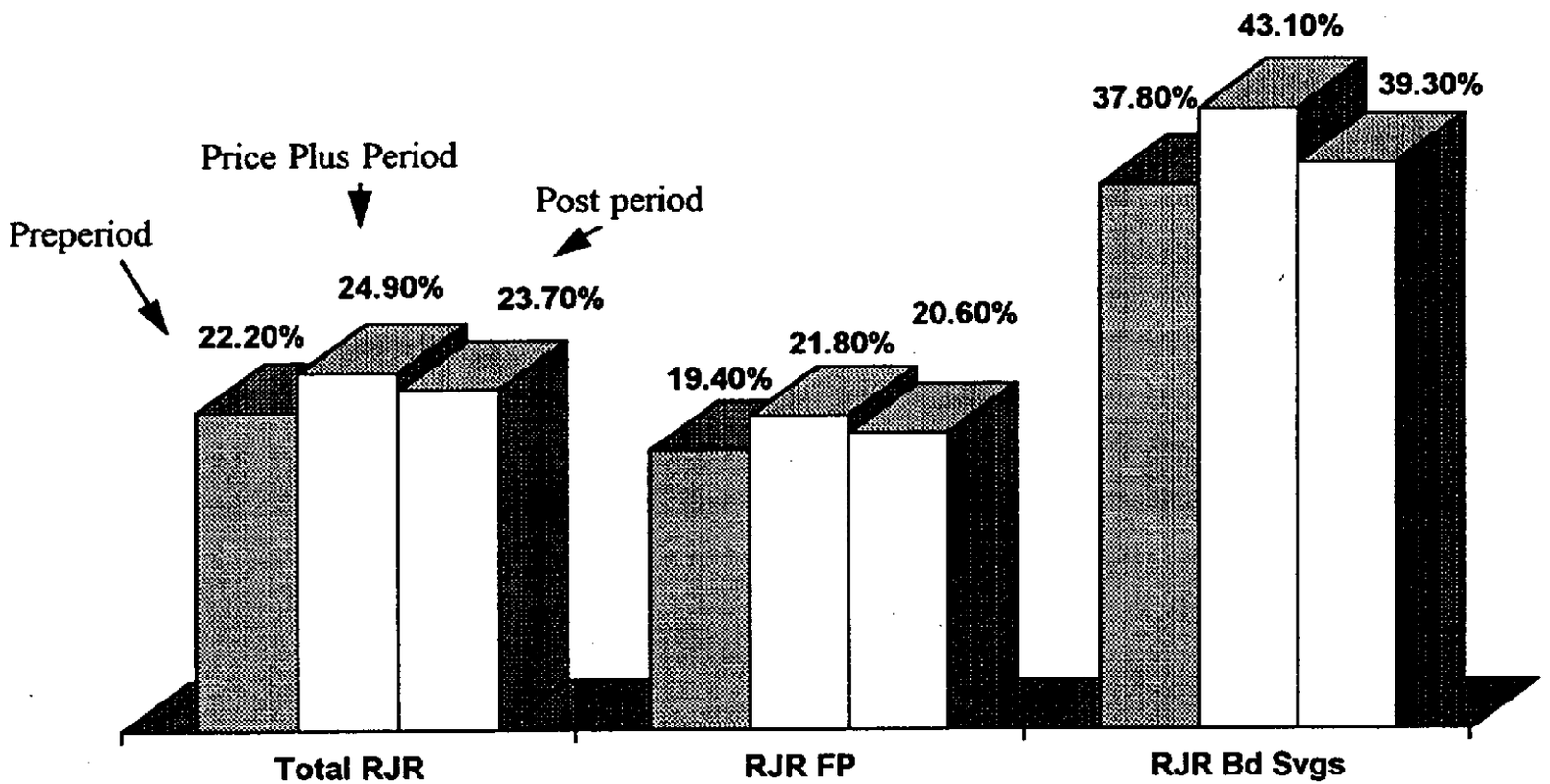
Source: https://www.industrydocuments.ucsf.edu/docs/gnvp0000

Wakefern Food Corporation
RJR Price Plus Program
Share of Market Comparison
Pre Period/Price Plus Period/Post Period



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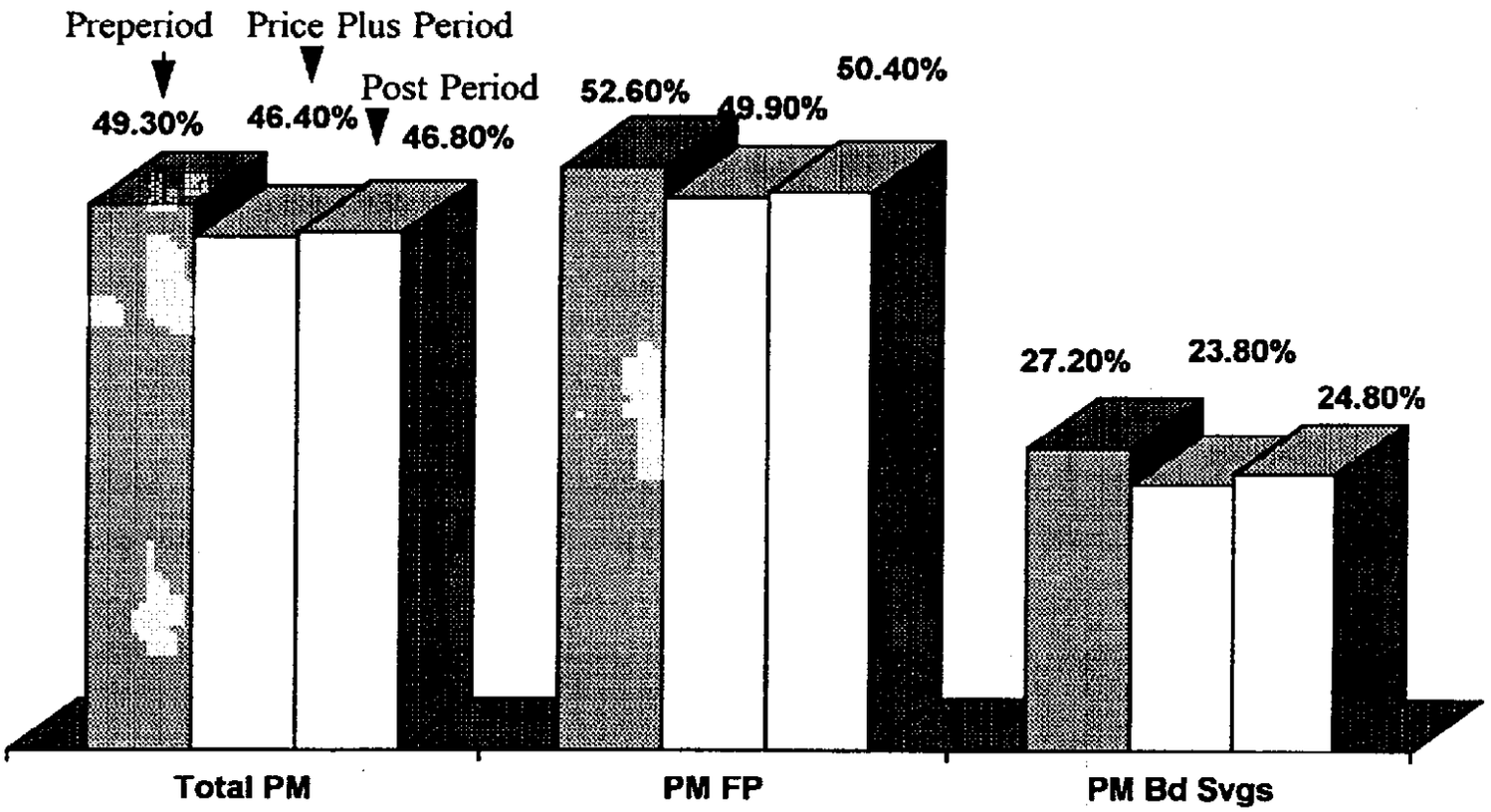
Source: https://www.industrydocuments.ucsf.edu/docs/gnvp0000

Wakefern Food Corporation
RJR Price Plus Program
Philip Morris Share of Market Comparison
Pre Period/Price Plus Period/Post Period



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Source: https://www.industrydocuments.ucsf.edu/docs/gnvp0000